

Message Text

UNCLASSIFIED

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W

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R 141211Z AUG 76 (MCN CORRECTION)

FM USINT BAGHDAD

TO USDOC WASHDC

AMEMBASSY TEHRAN

AMEMBASSY ATHENS

GENERAL FOODS CORP.

BEVERAGES & BREAKFAST FOODS

250 NORTH STREET

WHITE PLAINS, NEW YORK 10625

TELEPHONE: 914-694-2500

KELLOGG CO.

CEREALS DIVISION

235 PORTER

BATTLE CREEK, MICHIGAN 49016

INFO SECSTATE WASHDC 3490

UNCLAS BAGHDAD 1128

TEHRAN PASS KELLOGG INTERNATIONAL (W.A. CANSTRA, V.P.)

ATHENS FOR RTDO

E.O. 11652: N/A

TAGS: BPRO, IZ

SUBJ: LICENSING OF BREAKFAST FOODS

1. MR. M. KHEDAIRI, MANAGING DIRECTOR OF NADIR FOOD PRODUCTS CO., P.O. 3200, BAGHDAD, IRAQ, TELEX 2435 NADRFOOD IK, CABLE KAMANJATI, IS INTERESTED IN LICENSING THE PRODUCTION OF CORNFLAKES & RICE-BASED CEREALS IN IRAQ. PROMINENT BAGHDAD BUSINESSMAN, KHEDAIRI SEEKS ARRANGEMENT INCLUDING FRANCHISE, EQUIPMENT AND ADVICE AS NECESSARY DURING INITIAL PERIOD OF PRODUCTION. NADIR IS WELL-ESTABLISHED IRAQI PRIVATE FIRM WHOSE MAJOR PRODUCT IS "SUNQUICK," A CONCENTRATED FRUIT DRINK. EMPLOYING ABOUT SIXTY PEOPLE, 1975 ANNUAL SALES WERE ABOUT 3.5 MILLION DOLLARS.

2. BREAKFAST CEREALS ARE NOT CUSTOMARILY EATEN IN IRAQ, BUT
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KHEDAIRI BELIEVES MARKET EXISTS AND WOULD BE WILLING TO SHARE
COST OF MARKET RESEARCH. HE TRAVELS ABROAD FREQUENTLY AND COULD
MEET WITH REPRESENTATIVES OF COMPANIES INTERESTED IN LICENSING
ARRANGEMENT. HE WOULD ALSO WELCOME DISCUSSIONS IN BAGHDAD.

3. INTERESTED US COMPANIES ARE REQUESTED TO CORRESPOND DIRECTLY
WITH KHEDAIRI WITH COPY TO US INTERESTS SECTION.
KILLOUGH

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

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